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More Profits
from the
Same Floor Space

296/900

Beckwith-Chandler Company

DEPARTMENT OF THE INTERIOR
UNITED STATES PATENT OFFICE
WASHINGTON

Mr. M.O. Price,
Librarian.

March 7, 1925.

Sir:

Will you kindly obtain for Division 10
the booklet "More Profits from the same Floor Space"
as per the advertisement of the

Beckwith-Chandler Company,
197 Bennett Street,
Newark, New Jersey.

on page 8 of the March, 1925, Motor Vehicle Monthly.
Volume 60, No. 12.

Respectfully,

Examiner Division 10.

U.S. PATENT OFFICE
MAR 19 1925
DIVISION X



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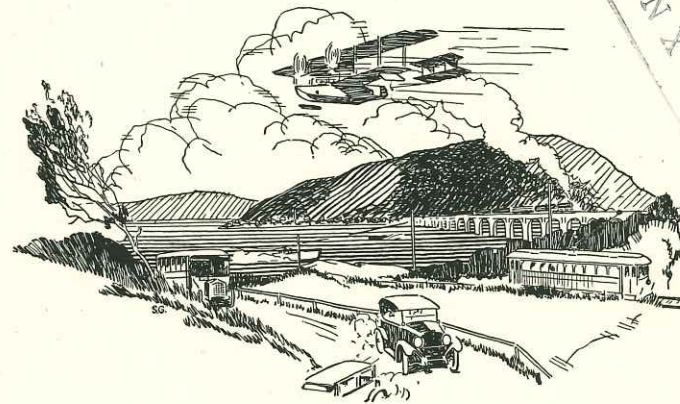
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U.S. PATENT OFFICE
MAR 19 1925
DIVISION X



Published by
Beckwith-Chandler Company

Manufacturers of
Highest Grade Vehicle Finishes

201 Emmett St., Newark, N. J.
320 Fifth Avenue, New York City



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BECKWITH-CHANDLER CO.



MORE PROFITS FROM THE SAME FLOOR SPACE



IT'S an even guess that, as we write this, your 'phone is ringing and an impatient voice on the other end of the wire asks:



"Say! When in blazes am I going to get my car?
I've got to leave town tomorrow."

Maybe instead of telephoning, the customer comes down this afternoon when you said he could have his car. When he arrives you advise him to leave it in a day or two longer, because the finish is tacky. But he insists, and out he goes—drives out into the



country—the varnish picks up a bushel of dust—and tomorrow morning he's back, hollering his head off about a poor job.

If you can take this automobile in on Monday morning, remove all paint, apply primer, surfacer and color coats of an ever-lasting finish, and deliver it Friday noon, KNOWING IT'S HARD-DRY, will you make "more profits from the same floor space"?

There needn't be any excuses for late deliveries; there's no such thing as a tacky finish—when you use Neolite. You've requested this booklet to learn "why" and we're going to tell you.

Regardless of assertions made, there is only one system of refinishing automobiles with a *durable* surface within a week. The finish is built upon a pyroxylin base and we call it Neolite—named after the flint-like and lustrous surfaces of the stone implements and pottery of the Neolithic Age.

But, you say: "Some customers will demand a varnished job." That's true, but you will agree that the oil base in varnish is what gives it durability and, as oil will not dry rapidly, it is impossible to deliver this varnished job under two to three weeks. So, for the usual customer, sell him Neolite. He can drive away the afternoon of the fifth day and you can forget him, knowing he has an unexcelled finish and one which will IMPROVE with age.



Your interests and future success depend upon building up a following among the automobilists in your territory; ours upon assisting you. How Beck-with-Chandler helps you in selling more customers will be explained later.

What is a Neolithic Finish?

A NEOLITHIC finish is a complete system for painting automobiles in four to six days with a primer and surfacer (oxidized oil base) and three or four spray-coats containing a pyroxylin base.

There has been considerable publicity given to pyroxylin base products of late. They have been called revolutionary, different, new, and other terms likely to suggest that these products are not well tried out. That the contrary is true and that the fundamental basis for Neolite is an old time-tested system we'll explain.

For years lacquers for silverware, brass, polished metalware and builders' hardware have been compounded upon a pyroxylin formula, but with this difference: these lacquers were too thin and too low in total solids for automobile purposes and also they were not of sufficient durability for outside work. In Neolite we have overcome these difficulties and developed the product to a thoroughly satisfactory point.

Perhaps a paragraph about the ingredients of Neolite will clarify the subject further.



The household article that has the nearest approach to the Neolithic base is New-Skin. To start with, cotton is treated with nitric and sulphuric acids. This process is called nitrating. This nitrated cotton is then washed repeatedly until all unstable compounds are removed. It is then dehydrated with alcohol preparatory for making base solutions which consist in dissolving the nitrated cotton in suitable solvents. The desired shade of pigments, having previously been ground to a sufficient degree of fineness, are now ready



to be incorporated with a given weight of the pyroxylin base solution. Naturally, it is the experience and ability to chemically combine these elements that give durability, smooth flowing qualities, a tough surface, strongest anchorage and lustre, which makes Neolite of profitable interest.

If you were to visit our laboratories and examine the records of the innumerable experiments that have been made, you would realize the infinite pains our chemists have taken to insure the nearest point to per-



fection. Thousands of steel and wood slabs have been treated with Neolithic formulae and placed on the roof for exposure tests. These same slabs have been rubbed with grit, soaked in gasoline, and in every conceivable way tested for durability, appearance and workability.

In this booklet, we want to show and convince you that we know our business and that we have developed finishes second-to-none.

Where You Gain

ONE of your biggest costs is written under "overhead"—those greedy expenses which eat up profits.

With the customary paint and varnish job you have to pay for extensive storage space where cars remain while drying. Each oil base coat takes days to dry and precautions must be taken that the rooms are free from dust and large enough to move cars.

In the use of Neolite, the car need be moved but once as each succeeding coat after the primer and surfacer dries in two hours and your men may go on spraying without delay.

Your profits mount up faster for three chief reasons:

First. You have a distinctive and new finish to advertise and talk about; a finish



which has the strongest selling arguments why the car owner should bring his machine to YOUR shop.

Second. The system is applied at far less cost and trouble—freedom from rejections and complaints—and with a wide margin of profit.

Third. YOU CAN REFINISH THREE TIMES THE NUMBER OF CARS IN THE SAME FLOOR SPACE.

Wide Choice of Colors

IN order that you may serve your customers with any delicate color combination, we offer Neolithic



finishes in eighty-eight (88) shades. With nearly ninety colors in the same wide selection as we have always maintained in our Japan colors, you can satisfy the most particular customer.



We might add here that Neolite is not a cheap finish. The cost of manufacturing Neolite is high and it is priced in line with our finest grades of finishing varnishes—fairly expensive but with the limit of satisfaction to both you and your customers.

Certain Equipment Necessary

AT this point you have probably asked yourself: "Do I need a lot of extra equipment?"

There is certain equipment necessary in the application of Neolite which is not required for varnishing. However, the investment is comparatively slight and the increased business which you can handle in your present floor space compensates for this expense many times over.



In the first place, the final coats of Neolite must be sprayed. The rapidity of drying—natural drying through evaporation of the solvents—forbids application with a brush.



The spray gun should have sufficient capacity for fast work, correct atomization of materials and with a moisture trap to catch all trace of water.

The spraying room should be free from dust, but you need not be so particular as in your finishing room. It should be well lighted and ventilated. The ventilation is important for carrying off the volatile fumes. A hood, with suction fan, is the most comfortable for the operator and increases the effectiveness of the job.

Drying rooms and ovens are not required, as an even temperature of 70° to 80° is all that is necessary. Of course, the primer and surfacer may be hastened in drying if you already have ovens. The remaining coats of Neolite air-dry within two hours.

The application of Neolite is no more difficult than color varnishes; in fact, it is simpler. Practice the customary care to see that coats are sprayed on smoothly and are free from runs, sags, etc. The material as sprayed must be heavy enough to flow to an even surface and not heavy enough to sag. With a little experience your painters will become expert in Neolizing cars.

A Point That Will Save Money

IF by chance you rub through a coat or mar the surface, you can readily touch this up by spraying over the spots and rubbing down again. It is not necessary



to do the job over. This interesting point about Neolite will save you money in many instances.

Peculiarities of Neolithic Finishes

DUE to the peculiar properties of a Neolithic finish, the primer and surfacer must be compounded of especially prepared substances, containing oxidized oil, in order to obtain the maximum anchorage, or adhesion, to the clean metal or wood. We do not recommend, at the present time, a system that includes a primer and a surfacer made of pyroxylin because such a system will probably result in insufficient anchorage with consequent peeling and flaking.

In the Neolithic finishes we have compounded a primer and surfacer with an oxidized oil base on top of which, after thorough oxidation of these coats, are applied three or four sprayed coats of Neolite.

We wish to make the reason for this perfectly clear.

The final surface of a Neolized job is unsurpassed, but the proper affinity of this finish with the body is logically of paramount consequence. To obtain almost indestructible durability we employ this oxidized oil base primer and surfacer, to procure the strongest anchorage to the clean body.

We hope this important point is plain. Remember, that although a straight pyroxylin base primer and surfacer will dry faster, the anchorage cannot be as strong as an oxidized oil product. This is simply because of the physical and chemical difference of the materials.



The Neolithic System

IT is of the **UTMOST IMPORTANCE** that all metal and wood parts are particularly clean before commencing to Neolize the car. Oil, grease, dirt, paint remover and water must be entirely eliminated as they will affect the finished job. A lye or caustic soda remover is safer to use than the solvent type.

We are now ready for the various coats and their application:

First Day: After removing old paint apply one coat Neolite Primer with brush or spray. Air-dry over night.

Second Day. Sand lightly with No. 0 sandpaper and then apply one coat of Neolite Special Surfacers—either brush or spray.

Third Day. Apply as many further coats of Neolite Special Surfacers as may be required (allowing 8 hours between coats). The fewer the coats used, the better. If only one coat of Surfacers is used the job can be rubbed down with rubbing stone or wet sandpaper on the third day.

Fourth Day. Apply one double header first coat, which consists of one light anchorage coat and one full, solid coat. Apply the solid coat immediately after spraying on the anchorage coat. Allow six hours, or longer, to thoroughly dry. Rub this finish until thoroughly surfaced with sandpaper of sufficient fineness wet with Neolite Rubbing and Sanding Solu-



tion. All excess solution must be removed with gasoline and time enough should be allowed for the evaporation of the gasoline. Then apply the finishing coat. This finishing coat of Neolite is the same as the second full coat, or possibly thinner, if the surface warrants. Allow this coat to stand over night.

Fifth Day. Early on the morning of the fifth day rub with rotten stone and Neolite Cleaner. This will polish to a high glossy surface. Stripe with a patent-leather stripe.

Isn't this an interesting comparison with the twelve to fifteen coats plus rubbing, sanding, and baking operations necessary for an A-1 varnish job?

Perhaps you have heard that a pyroxylin base product will soften paint and varnish. This is true to a certain extent. We do not recommend re-surfacing a job with Neolite. Please do not misunderstand us. You *can* refinish a car over an old surface, but it cannot be advised as there is grave doubt that you will have sufficient adhesion.

You may have noticed our failure to mention a Knifing Surfacers. We manufacture a Neolite Knifing Surfacers which is as near perfect as is possible. We do not recommend a Knifing Surfacers, but if you have to use one, remember that it will be the weakest link in your paint job. It is better to apply several coats of the Neolite Special Surfacers if there is any filling up to be done rather than a heavy coat of Knifing Surfacers.



More Profits From the Same Floor Space

TO go back a moment, you will recall the important points about Neolite which make this type of refinishing the most profitable business you can engage in:

First: Rapidity of drying, which means slashing of storage costs and quick delivery to the impatient owner—treble the business from your present space.

Second: A lustrous and nearly indestructible Neolithic surface, which pleases the customer—your biggest asset.

Third: A different finish, that creates original selling arguments and effectual advertising.

Fourth: Simple and quick application.

Fifth: Merchandising assistance from Beckwith-Chandler (explained elsewhere in this booklet), a large and powerful manufacturing establishment with many years' experience in making finishes for the automobile and coach trade.

We have stated that our success depends upon helping you to build up a clientele of boosting customers. We ask that you put us to the test.



Read the following two sections carefully, particularly part three—"How Beckwith-Chandler Helps You to Make More Sales" and let us help you to start today to make this coming year the most profitable you have ever had.



PART II

VARNISHES AND CO-PRODUCTS

WE'LL agree that there are car owners who will insist upon having their machines varnished.

All right: these men will wait for their cars and won't come around your shop or telephone every day to find out why in thunder their car hasn't been delivered.

But, these same persons want a good varnish job and pay for a finish which they expect will last for months.

B-C Varnishes have been manufactured for just this fussy customer.

The founders of this company years ago adopted a strict policy of making only the finest grades of vehicle finishes. You will pardon, perhaps, a feeling of pride on the part of the executives of the Beckwith-Chandler Company who have lived up to their original ideals. A slogan, coined years ago, signifies their willingness to abide by results: The Proof of the Quality (of B-C Products) is in the Finish.

Perhaps the fact that the United States Bureau of Standards has tested and approved our varnishes for use on Boats and Airplanes—wherever varnishes are needed which will offer the greatest resistance to the elements of weather, extremes of temperature, and with the limit of durability—will be more convincing than glowing words of our commendation.



We might go on and tell you of the giant railroad organizations who specify Beckwith-Chandler products; of the volume of our finishes consumed by electric railway systems; of the many automobile manufacturers who have found B-C finishes unsurpassed; of the hundreds of men like yourself who are continually hunting for the best materials, and who are now using Beckwith-Chandler products with entire satisfaction. All this evidence is in our files; orders signed and invoices paid.

However, we shall not take up your time here with a recitation of names, but will forward upon request, any list of users which you may wish to examine.

Tangible Service

ALL the explanations in the world will not satisfy the impatient owner when you have fallen down on a delivery date. So, sell Mr. Car Owner Neolite when he is in a hurry. If he wants to wait for varnish, B-C Products will give him the finest possible varnish finish.

Let us sell you the finish for your individual needs. If varnish is demanded, we'll ship the correct grades for the climatic conditions you have to contend with. We well know that getting the job out on time saves you big "overhead" expenses, as well as pleases the customer. Please realize that we understand your problems and also appreciate what it means to render you Tangible Service.



Varnishing Systems

TO enter in lengthy descriptions of varnish systems here is unnecessary. There are so many various methods for the different grades that we would rather explain and suggest in a personal letter or through our salesmen, the system best applicable for your class of work and location. We are always only too willing to have the B-C representative in your section call upon you and discuss in detail your particular problems and methods of doing business. You will find him keenly posted on the latest paint shop practices and with worlds of information and ideas which should prove of value to you.

B-C Co-Products

THERE are finishes for seats, tops, etc., which you always need, whether you Neolize or varnish cars.

Leather Life

LEATHER LIFE is a black seat dressing which dries semi-lustrous within an hour. It is a dressing of superior quality and is giving satisfaction in hundreds of paint shops.

Black Enamel Leather Dressing—Semi-Gloss

THIS is a most popular top dressing. It dries within four to six hours and makes the top look like new. This is not to be used on seats.



Catalog and Color Decks

THE Beckwith-Chandler catalog, listing with full explanations ninety-one products, will give you complete details of these many different finishes. The color card, with eighty-eight shades will enable you to choose the right color combinations for any job. Both of these booklets will gladly be mailed if you will drop a postal to this office.



PART III

HOW BECKWITH-CHANDLER HELPS YOU TO MAKE MORE SALES

WE have reserved until the last, what is undoubtedly of first importance to you—YOUR SALES.

We waited until we had shown you conclusively *why* B-C Neolite, Varnishes and Co-products are finishes in which you will have the greatest confidence.



We waited until we had shown you how to "Make More Profits From the Same Floor Space."

All that remains is to tell you what we, as manufacturers, are willing and happy to do for you, the consumer.



Before you can consume a large amount of B-C products you, in turn, have to sell the automobile owners.

What we propose to do to assist you in selling these prospects is this:

There are two ways to reach the automobilists in your territory. Either you can call upon each one and tell him about your service or you can advertise in the newspapers and write him letters and circulars.



We offer to share your selling expenses. We will send you mats for use in the newspapers, properly written to bring business to your shop. These mats are ready to be run and have a space at the bottom for the insertion of your name and address. As each advertisement is run we ask that you send us a proof clipped from the paper for our scrap books. We



wish to keep a record of the ads published and the results accomplished, as, in no other way, can we keep our finger on the pulse of your buying public and learn what appeals persuade your prospects to repaint their cars.

Also, each month, if you will forward to us a list of persons whom you consider likely prospects, we will circularize them (with letters or booklets; whichever seems to fit the case best) and urge them to visit your shop. The only expense to you in this mail-advertising is the postage.

We will also furnish you with such window cards and small signs as you and our representative decide will be the most productive.

With this assistance and your aggressiveness, there is no question but that a Neolizing Service will be the most profitable business venture you have ever undertaken.

You have read all about Neolite; you have learned of the reputation and progressiveness of the Beckwith-Chandler Company and the varied line it manufactures; and you now know what we will do to **HELP YOU MAKE MORE MONEY.**

Don't put this off until the other fellow gets ahead of you. Turn over the page now and detach the return card. Fill it in with your name and address and mail it to us *today*. You will receive enough Neolite to refinish one or two cars and at slight cost. All that you need for this trial order is a spray-gun,



which you doubtless have. Full instructions will accompany this small shipment and you may rest assured that everything possible will be done to afford you the opportunity of becoming successful as a producer of Neolithic finishes.

Will you mail the card now before you forget it?



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